Opening Xmas Special

Blue Bird Special, 85c. 4 to 5 Creams, 50c lb .- They Family Special Box, \$1.25 .- A

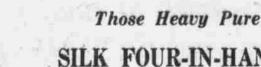
b .- Pecan Molasses Black Walnut Chewdalls Black Wainut Log Cabin Roll



Madam-Think of Buying Georgette Blouses

firmly woven \$3.98 beaded, embroidered, lace trimmed, braided, short sleeves, long sleeves,

taupe, brown, navy and flesh and



SILK FOUR-IN-HANDS

(Main Floor.)

Regular

Price

of ivory goods at

Toilet Goods

aturday only we will offer our

every article is marked in plain

purchase. This is an opportun-

ity to secure Christmas Ivory at a saving. You will find the stock

complete in every detail; offer

Fresh Cut

CARNATIONS

nade for one day only.



hold until Christmas.

Santa Claus Says,—

If you don't get your bicycles now

come in and make arrangements

high-grade bicycle in the popular

curved bar, with the very best

equipments - coaster brakes, rub

ber pedals, roller chain, etc. As

Make a small cash payment, bal-

sorted colors, \$37.95.

Saturday a Real Sensation

In This Lot

500 Dainty Dresses

Street Dresses, Afternoon Dresses, Matinee

Dresses, Dresses for

Embroidered Tricotine, Poiret Twill, Wool

Serge, Tricolette and

High-grade dresses with silk linings, including

every style, material, color and trimmings

most popular. Remember there are 500 to se-

(Third Floor)

Saturday We Place On Sale 50 Dozen

ance weekly or monthly.

Make Selec-

tions early

Saturday-Another Sensation





Women's Full Fashioned Pure

Silk Hose \$2.00

accordion pleats, ribbon trimmed, tucked,

Those Fashionable All-Silk Jersey

Here Are Some Real Bargains



## The Sale That Has Set the Town a'Talking

Just More Evidence of the Wreck of Clothing Prices in the Markets Conclusively Demonstrated in This Astonishing Purchase



attempt to unload a buying blunder in the guise of saving the country. It's not any old stock to unload here and this purchase represents the cream of the New York markets, selected personally by this store's buyer and paid for



## Every Suit 2PairsPants

Blue serges, black serges, blue, brown and green flannels, worsteds, cassimeres and pencil stripes. The colors are varied-many shades of blue, brown, green and gray, as well as fancy mixtures. Two and three-button Sack Coats, single and double breasted; conservative or form-fitting. Many have the straight back and conservative cut that appeals to the man of quiet taste.

Finest Overcoats Choose From All Shades and Styles of Finest All-Wool

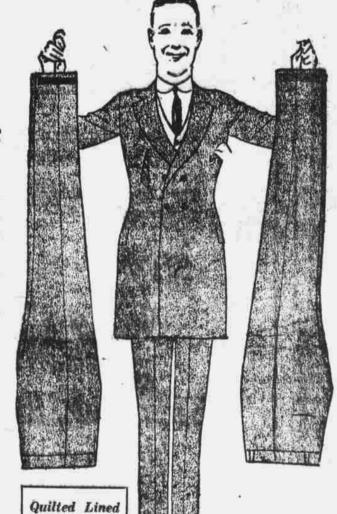
**KERSEYS** 

**MELTONS VICUNAS** 

IRISH FRIEZES Plain Backs, Plaid Backs-In All Shades, All Models.

Fur Collars Think of Buying Fur Collared Coats at This Price Nutria, Sealine, Marmot, Etc.

The second secon



Motor Coats.

Great Coats.

Leather Lined

Coats, Ulsters

Ulsterettes.



Brushed Wool

Scarfs

\$7.95 to \$12.50

## Prices Rather Than **Editorials Here**

Pride Corn .... All For 12 No. 2 Seco Peas All For 12 No. 2 Seco Peas. All For 12 No. 2 Pride Corn \$3.38

1/2 potted meat, 714 c.

Golden Age Spaghetti 8-lb. pail, \$1.54 Full 1-lb. pkg., 10c

rgo Corn Starch 81/2c Canned Army Bacon · No. 12 Tin \$2.50 Per case 6, \$15 ail orders accepted ountry Style Hams

No. 2 Tomatoes \$3.35

Pride of Illinois Corn 15c Per case 24, \$3.50 Ballard's Pancake Flour 16c Ballard's Buckwheat

case 72, \$7.00. Minute Tapioca 14c Gooch's Best Macaroni 12c

Remember this pack-

age in most stores con-

Dold's Pure Pork Sausage 33c Lb. Made from fresh pork, properly seasoned. Canova Coffee, 1 Lb., 38c Dean's Coffee

Gooch's Best

Spaghetti 12c

1 Lb. 40c

**Sweeping Reductions On** 

12 No. 2 Tomatoes \$3.13

24 No. 1 Corn Beef Hash All For 24 No. 1 Libby's Corned \$7.20

Oc For the First Case, 5c For Each Additional Case Anywhere in the City

Girls' Warm, Well-Made

to 12-lb. average, 29c

\$5.98—\$7.95

on effects. Colors of cardinal, brown,

Girls' Serge Middy Suits and Regulation Dresses

Merode" Underwear

or Women and Children

old Exclusively

at Bry's in

Memphis

ce less than the ordin-

aranteed to keep its hape after washing. We

arry a full line of every

hape and style in thi igh-grade underwear.

Women's

"Springtex"

Union Suits

ous and Girls' Rib

ed Union Suits, 79c.

Gray and white;

izes 2 to 16 years.

kind. Every garment



All Millinery 1/3 to 1/2

Less Than Regular Marked Prices

Hats that are trimmed in the latest effects, all the wanted colors; some made of the finest Lyons and panne velvets. Hats that appeal to the most fastidious. (Fourth Floor.)



# They Are All-Wool and Made to Fit, Too

Tremendous purchase of these all-wool 2-pants suits affords

Boys' Mackinaws, \$9.95-All- Boys' Corduroy Suits \$7.95 wool, heavy cloth, rich dark plaids r solid colors; big, roomy pocko 18 years.

—The finest that's made, in belted style; guaranteed to wear; 6 to 17 years.

a solid colors, in all-wool materials, belted, convertible style;

whites; yoke backs; full cut. | collars; 8 to 16 years.

frogs; 6 to 16 years.

Boys' Madras Blouses, 98c- Boys' All-Wool Sweater Collar attached French Coats, \$3.98 Or slipover cuffs; fast color stripes or styles in solid colors; big roll

In all colors.

A Sale To Create a Furor Saturday When We Place On Sale This Special Buy of High-Grade

# Winter Coats

All-Silk Lined-Fur Trimmed-Heavily Interlined-**Embroidered and Wrap Effects** 

Plain Models, Belted Styles, Wraps, Semi-Belted and **Embroidered** 

The charming styles, the splendid quality of the materials and the workmanship immediately identify these coats as being worth a great deal more.

Materials, chameleon cord, crystal cords, wool velour, silvertone, goldtone, plush, bolivias, luxurious fur trimmings All colors; sizes for misses and women

Santa Claus Circus Open



Every boy and girl in Memphis is entitled to a ticket to the Santa Claus Circus, showing on Fifth Floor. Santa himself gives the tickets at Grotesque Bar Experts---Fun, Fast and Furious his Sixth Floor Headquarters.

With Real Live

Elephants, Horses,

Dogs, Clowns and

Make a Complete

Circus

First Performance

10 O'clock

**Everything That Goes to** 

Santa Claus, Himself. **Together With 2 Trained** "Jazzing" Polar Bears, Greet the Children In

Headquarters on 6th Floor

Bring the children-Visit the South's Largest Toyland-Meet Santa Claus—See the D. "Jazzing" Polar Bears-Take/ in the Free Circus.

Ring My Nose 49c Others up to \$2.50 Mechanical Train \$1.25 Others up to \$15.50 Boys' Tenpins 98c Others up to \$3.50 Boys' or Girls' Auto \$7.98

Automobiles \$9.98

With windshield

Others up to \$2.50 Home Game of Rook 69c Cloth Covered Horses 98c

Others up to \$3,50 Boys' Sidewalk With bumper, nicely fin-Skooters 39c ished, others up to \$35. Others up to \$6.50 Velocipedes \$2.98 Others up to \$17.50

Boys' Steel Wheelbarrow

Boys' Steam Engine

Roller Floor Chimes 49c Boys' Pool Tables \$4.98 to \$65 The Wolverine Pile Drive \$1.98 Boys' Drums 98c Boys' Coaster Wagons

### Wo National Speedway Tires Less Than 1 Nothing wrong with them-not a thing-every tire is per-

fect in every way and bears the famous National Speedway 6,000-Mile Guarantee Against Stone Bruises, Rim Cuts and Blowouts

They're the finest tires that can be made manufactured by an exclusive patented internal hydraulic expansion process which makes Guarantee for 6,000 Miles Against Stone Bruises, Rim Cuts

These tires are made from materials purchased in today's market-not

from materials purchased at the exorbitant prices previously prevailing.

	ana B	lowouts	
30x3\(\frac{1}{2}\), list \$27.50 two for 32x3\(\frac{1}{2}\), list \$33.35, two for 31x4, list \$38.45 two for 32x4, list \$43.75 two for 33x4, list \$45.95 two for 34x4, list \$47.15 two for 36x4, list \$50.85 two for 32x4\(\frac{1}{2}\), list \$59.35	\$24.36 \$29.45 \$34.12 \$38.60 \$40.50 \$41.55 \$50.90	33x4½, list \$61.15 two for	\$53.97 \$55.80 \$58.22 \$59.32 \$68.77 \$68.61
32x4½, list \$59.35 two for	\$52.93		\$72.71

lect from. Women's and misses' sizes and

Second

Floor

MEN'S HATS ness we secured a real bargain. We closed out 50 dozen high-class hats for this event. Plain and French finish: shapes to suit every one; comes in all wanted colors.

All sizes for

Women and

Misses

(Main Floor) Men's High-Grade Satin Stripe

**MADRAS** 

sleeve lengths.

that any particular man will appreciate. Made of best quality satin Made high class in every respect. Five-button front, soft French turnback cuffs. A

new line of beautiful patterns; all sizes and all

(Main Floor.)



48, \$1.69 suit; limit 4 sui

er brands; sizes, 34 to 46. Men's Springtex Union Suits \$1.69 Heavy ribbed combed ton, fine gauze: sizes 34

Union

Suits

\$2.98

Wright's and oth

Men's Heavy Rib Shirts and Drawers

day - Used Machines

Now Is the Time To Select

Any Machine

leached combed otton, medium weight; sizes 34 to Women's Union Suits 99c.

A Sewing Machine Special Satur-

> \$15—\$25 Per Week Pays for

Long sleeve shirts and anklebest machines. Choose from the foldrawers; taped rein-forcement; limit 4 suits 69 Singer, Western Electric Portable, Ed-son's, Eldridge, Wilcox & Gibbs. familton Beach, Sew E-Z Motors \$19.75

this grand opportune moment., Norfolk belted, pleated, full lined knickers, in colors of brown, gray, green, mixtures; 6 to 17 years.

Boys' Warm, Heavy Overcoats at \$11.95 to 18 years. Wonderful assortment of patterns.

Boys' Outing Pajamas, \$1.99 Boys' Warm Pullover One or two-piece, with silk | Aviation Style Cap \$1

· (Third Floor)



Santa Claus himself is going to give the tickets out to all little boys or girls who call with their parents at his headquarters on the Sixth Floor.

> Blackboards 49c to \$6 Child's Roll Top Desks and Chairs \$4.98 to \$20 The Baby Phonograph

Circus Tickets

25c to \$15 Child's Oak Rocker \$2.98 to \$7.50 The Pamous Parchesi Game 98c

Xmas Tree Electric Light Outfits \$3.98 to \$7.98